ABSTRAK

EFEKTIVITAS HUMAS PT. CIPTA TELEVISI PENDIDIKAN INDONESIA MELALUI *MEDIA MONITORING* TERHADAP MOTIVASI PEROLEHAN INFORMASI BAGI KARYAWANNYA

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Penelitian ini bertujuan untuk mengetahui sejauhmana efektivitas Humas PT Cipta TPI melalui *media monitoring* terhadap motivasi perolehan informasi bagi karyawannya. Sehingga untuk menjawab masalah tersebut peneliti menganalisa kredibilitas Humas, intensitas dan isi pesan media monitoring terhadap harapan, nilai, serta pertautan bagi karyawannya.

Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan metode survei dan teknik analisis deskriptif. Teknik pengumpulan data yang digunakan adalah angket, wawancara, studi kepustakaan, dan *internet searching*. Populasi penelitian karyawan TPI, yang berjumlah 440 orang. Dengan menggunakan *Stratified Proportional Random Sampling*, maka diperoleh sampel penelitian berjumlah 81 orang.

Hasil penelitian menunjukkan bahwa besar korelasi antara **kredibilitas** Humas dengan **motivasi perolehan informasi** karyawan adalah 0,299. Besar korelasi antara **intensitas** *media monitoring* dengan **motivasi perolehan informasi** adalah 0,359. Besar korelasi antara **isi pesan** *media monitoring* dengan **motivasi perolehan informasi** adalah 0,357. Besar korelasi antara **efektifitas** Humas PT. Cipta TPI melalui *media monitoring* dengan **harapan** bagi karyawannya adalah 0,156. Besar korelasi antara **efektifitas** Humas PT. Cipta TPI melalui *media monitoring* dengan **nilai** bagi karyawannya adalah 0,260. Besar korelasi antara **efektifitas** Humas PT. Cipta TPI melalui *media monitoring* dengan **pertautan** bagi karyawannya adalah 0,398. Besar korelasi antara **efektifitas** Humas PT. Cipta TPI melalui *media monitoring* dengan **motivasi perolehan informasi** bagi karyawannya adalah 0,423. Hasil pengolahan data dan pengujian hipotesis, mengisyaratkan bahwa H_0 ditolak dan H_1 diterima.

Kesimpulan penelitian ini menunjukkan bahwa hubungan antara efektifitas Humas PT. Cipta TPI melalui *media monitoring* dengan motivasi perolehan informasi bagi karyawannya, Jadi dapat disimpulkan **Jika efektivitas humas melalui media monitoring baik maka motivasi perolehan informasi karyawan PT. Cipta TPI sebagai komunikator baik.**

Saran Dari segi penyajiannya, diharapkan disertai keterangan-keterangan sebagai pendukung dari isi *media monitoring* tersebut agar lebih menarik. Dari segi waktu terbitnya *media monitoring*, mohon di optimalkan lagi.

ABSTRACT

EFFECTIVENESS PUBLIC RELATIONS PT. CIPTA TPI ON MOTIVATION THROUGH MEDIA MONITORING COLLECTING INFORMATION FOR ITS EMPLOYEES

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This study aims to identify the effectiveness of Public Relations of PT Cipta TPI through media monitoring of the acquisition of information for the employees motivation. So in order to solve these problems the researchers analyzed the credibility of Public Relations, intensity and content of monitoring media messages of hope, value, and the affinity for its employees.

The approach used in this research is quantitative with survey method and descriptive analysis techniques. Data collection techniques used were questionnaire, interview, literature, and Internet searching. TPI employees study population, which numbered 440 people. Using the Proportional Stratified Random Sampling, the sample obtained by totaling 81 people.

The results showed that the magnitude of correlation between the credibility of Public Relations with the acquisition of information on employee motivation is 0.299. Correlation between the intensity of monitoring the media with information acquisition motivation is 0.359. Correlation between the contents of monitoring media messages with motivational information acquisition is 0.357. Correlation between the effectiveness of Public Relations of PT. Cipta TPI through media monitoring with hope for their employees is 0.156. Correlation between the effectiveness of Public Relations of PT. Cipta TPI through monitoring the media for its employees value is 0.260. Correlation between the effectiveness of Public Relations of PT. Cipta TPI through the convergence of media monitoring for its employees is 0.398. Correlation between the effectiveness of Public Relations of PT. Cipta TPI through monitoring the media with the acquisition of information for employee motivation is 0.423. Results of data processing and testing of hypotheses, suggesting that H0 refused and H1 accepted.

Conclusion This study shows that the relationship between the effectiveness of Public Relations of PT. Cipta TPI through monitoring the media with the acquisition of information for employee motivation, with a correlation of 0.423 has a strong influence, direction and significant.

Advice From the aspect of its presentation, with details expected to support such monitoring of media content to be more menarik.Dari terms of the duration of the media monitoring publication, please on the increase again. From which only a week to once a day three times a week or more in a day.